

## REMARKS

Applicant appreciates the thorough examination of the present application as evidenced by the final Office Action of September 17, 2008 (hereinafter "Final Action"). In response, Applicant has amended independent Claims 1 and 9 as noted above to clarify the recitations thereof. Support for these amendments can be found, for example, in Figures 2a-2b and Page 6, lines 1-3 of the present specification. No new matter has been added.

In particular, independent Claims 1 and 9, which stand rejected under 35 USC §102(b) as being anticipated by U.S. Patent Application Publication No. 2002/0145688 to Sekiguchi et al. (hereinafter "Sekiguchi"), have been amended to clarify that the reflector of the display unit recited therein are provided between the color filter layer and the substantially transparent display layer "such that no color filter is provided between the reflector and the substantially transparent display layer." Claims 1 and 9 further recite that "reflected light does not travel through a color filter when the display unit operates in the reflective mode." As further described in the present specification, when "the display operates in the reflective mode ...there is no color information, rendering the display to appear as a grey-scale display". Specification, Page 6, lines 1-3.

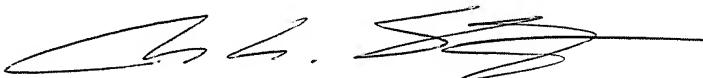
Applicant respectfully submits that Sekiguchi fails to disclose or suggest at least the above recitations of pending Claims 1 and 9. For example, cited Figure 10 of Sekiguchi illustrates that a first color filter 9 and a second color filter 28 are provided on opposite sides of a reflector 44, and the first color filter 9 is provided between the reflector 44 and the liquid crystal display layer 15. *See* Sekiguchi, Fig. 10. As further described in Sekiguchi, "the first and second incident lights 35 and 37 passes through the first color filter 9 twice and go out to the observer side as the first and second reflection lights 36 and 38." Sekiguchi, Paragraph 0092 (*emphasis added*). Thus, as Sekiguchi discloses an arrangement where a color filter 9 is provided between a reflector 44 and a liquid crystal display layer 15 such that the reflected light 36 and 38 described therein travels through the color filter 9, Sekiguchi fails to disclose or suggest a reflector arrangement where "no color filter is provided between the reflector and the substantially transparent display layer...such that reflected light does not travel through a color filter when the display unit operates in the reflective mode," as recited by pending Claims 1 and 9. Indeed, as Sekiguchi specifically teaches a two-color filter

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arrangement including a color filter 9 "having special characteristics giving priority to brightness" between the reflector 44 and the liquid crystal display layer 15, Applicant submits that Sekiguchi teaches away from providing no color filter between the reflector and the display layer, as recited by Claims 1 and 9. Sekiguchi, Paragraph 0050.

Accordingly, as Sekiguchi fails to disclose or suggest all the recitations of pending Claims 1 and 9, Applicant submits that Claims 1 and 9 are patentable for least the above reasons. Also, dependent Claims 2 – 8 and 10 – 18 are patentable at least per the patentability of Claims 1 and 9 from which they depend. Thus, Applicant respectfully requests allowance of the pending claims and passing the application to issue. Applicant encourages the Examiner to contact the undersigned by telephone to resolve any remaining issues.

Respectfully submitted,

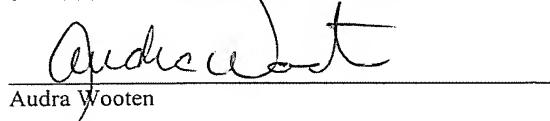


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